

Title Page.

"LOVEMANIA"

JAN 19 1925

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Photoplay in 2 reels.

Author of Photoplay REEL COMEDIES INC U S A.

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# PRESS SHEET

## Tuxedo Comedies



Written and directed by Al St. John



EDUCATIONAL FILM EXCHANGES, Inc.  
MADE IN U. S. A.

## "LOVEMANIA," A FAST FARCE FULL OF SPEED, ACTION AND THRILLS

### Al St. John's New Tuxedo Comedy Two Reels of Excellent Entertainment

"Lovemania" is an unusual farce comedy, for it combines all the fast action, speed and thrills of the slapstick with the clever situations and the surprises of the farce. The result is a comedy that will please all classes of people.

Al St. John is a clever actor, a wonderful pantomimist and an acrobat. In "Lovemania," written and directed by himself, he has made a comedy that takes advantage of these talents. In addition, and for good measure, he has thrown in a thrill-sequence that will have your patrons gripping the arms of their chairs as they are taken for a wild ride in a runaway racing automobile over treacherous mountain roads with a maniac at the wheel.

The cast includes Doris Deane, George Davis, John Sinclair and others of the Tuxedo company.

#### The Story

Al has just married Doris and they have hardly arrived at their new home when he receives a telegram reading:

"I'm coming to visit you and will give you the \$1,000,000 I promised upon my arrival, provided you are not married."

Uncle.

Al and his young wife immediately plan to do their best to make uncle believe, upon his arrival, that they are not married.

When Uncle arrives they do everything in their power to scare him away. They caution him not to mention the word "love" in Al's presence, for Al has gone crazy with love for a girl whom his uncle will not allow him to marry. Uncle promises, but forgets and Al immediately seemingly goes wild. He throws fits, poses as a bloodthirsty maniac and generally conducts himself so that Uncle is compelled to phone for the ambulance.

Al manages to have the ambulance attendants take Uncle but later rescues him from them and takes him for a joy-ride through the mountains. The car roars at breath-taking speed around corners, skirts cavernous precipices and narrowly misses horrible destruction a dozen times, while Uncle is nearly frightened stiff.

Then it is suggested that perhaps if Uncle will make love to the "housekeeper," Al will regain his reason. Uncle proposes and is accepted.

A tender scene of reconciliation is under way. Uncle has handed Al his check for a million when a warden and three guards from another asylum grab Uncle, saying: "This is our most dangerous patient."

"Is this check any good?" asks Al.

"It's just as worthless as the hundreds of others he has given out in the last ten years," replies the warden.

Whereupon Al and his wife collapse.



AL ST. JOHN  
IN  
EDUCATIONAL-  
TUXEDO COMEDIES

For Electro Order No. 3405-E

For Mat (Free) Order No. 3405-M

#### WHAT OTHERS SAY About Recent Tuxedo Comedies

"No Loafing—(Educational-Tuxedo) With 'Poodles' Hanneford;—This is one of the best slapstick comedies ever. It has all the action of the old time Arbuckles when Fatty was using Keaton for a foil. . . . Buy it, and then don't keep the fact that you have it a profound secret and you ought to make some money."

Hay & Nichols,  
Strand Theatre, Fairmont, Minn.  
(From Amusements)

#### WHO'S WHO in "Lovemania"

Al.....AL ST. JOHN  
His Wife.....Doris Deane  
His Mother-in-Law.....Joan Hoff  
His Best Man.....John Sinclair  
His Uncle.....George Davis

Written and Directed by  
Al St. John

#### EXPLOITATION

"... Don't keep the fact that you have it a profound secret and you ought to make some money," say Messrs. Hay & Nichols, proprietors of the Strand Theatre, Fairmont, Minn., in their box-office report on a recent Tuxedo Comedy.

These showmen realize that a good Short Subject can be made a real money-maker by advertising and exploitation. "Don't keep the fact that you have it a profound secret" is the basis of showmanship and salesmanship in any business.

Get your posters on this subject well in advance of the showing and put them in your lobby frames and on your billboards. Get your lobby photos in their frames and your slides on the screen, and make your comedy one of your attractions instead of a "filler."

Use the little "Ad" cuts, and the scene and star cuts in your house-organ or program as well as in your newspaper "Ads." You can make the comedy a money maker for you. Don't keep it a secret.

#### PARAGRAPHS For Your Program

In addition to the feature—Al St. John's latest rib-tickler, "Lovemania"—An Educational-Tuxedo Comedy.

\* \* \*

Like to laugh? See Al St. John's funny Tuxedo Comedy, "Lovemania"—You'll laugh for half an hour.

\* \* \*

Two reels of rattling good comedy—Al St. John in his latest laugh-maker, "Lovemania," an Educational-Tuxedo Comedy.

\* \* \*

Extra Attraction!—The latest Educational-Tuxedo Comedy, "Lovemania," with Al St. John and a big cast of clever comedians.

\* \* \*

Thrills and side-splitting comedy in "Lovemania," Al St. John's latest. An Educational-Tuxedo laughmaker with a clever plot and a big cast.



## "LOVEMANIA" IS TWO REELS OF FUN AND FARCE

### Tuxedo Comedy Directed by Al St. John, Who Also Stars

(Newspaper review for use after showing  
of picture)

Acrobatic Al St. John, he of the broad shoulders and broad smile, has lately added comedy directing to his list of accomplishments and his latest picture, the two-reel Educational-Tuxedo Comedy, "Lovemania," now playing at the ..... Theatre, is visible evidence of his ability along this line. "Lovemania" is two reels of fast farce fun, with the laughs interspersed with high speed action and thrills.

St. John also plays the lead in the picture. He is cast as a young man, just wed, who receives a note from a rich uncle stating that he is about to arrive and give him a million dollars in case he has not married. But as Al has just been matrimonially tied to the sweetest girl in the world, they practice a little harmless deception on Uncle when he arrives. Al feigns insanity and Uncle comes in for some rough treatment. The developments of the situation provide most of the comedy, and a surprise finish gives the comedy a new and unexpected twist.

A set of thrills is injected into the picture when Al takes his uncle for a ride in an automobile and apparently loses control of the car while on a dangerous mountain road. This episode is a real thriller and is strong enough to be the main thrill item in a longer melodramatic thriller.

St. John is supported by Doris Deane, George Davis, John Sinclair and Joan Hoff.

## "LOVEMANIA" IS FINE FUN FARCE

(Newspaper review for use after showing  
of picture)

Two reels of excellent farce comedy, with Al St. John in the leading role is providing the patrons of the ..... Theatre with half an hour of fun in the shape of the Educational-Tuxedo Comedy, "Lovemania."

This comedy, directed by St. John, is of a slightly different type of farce than is customary, for it contains, in addition to abundant comedy, a number of thrills which smack of the hair-raising serial thrillers of bygone days.

But the thrills have a legitimate place in this comedy and add the touch that makes it an exceptional bit of entertainment. There are laughs galore, a clever plot and good action.

## "THRILLS MAKE GOOD COMEDY BETTER," SAYS TUXEDO STAR



AL ST. JOHN  
in a scene from  
"LOVEMANIA"

For Electro Order No. 3478-E  
For Mat (Free) Order No. 3478-M

## DANGEROUS RIDE IN NEW COMEDY

(Prepared as advance publicity story)

Did you ever ride on one of those up and down scenic railways at an outdoor amusement park?—Remember the thrill you got when the cars shot down the steep inclines and swerved perilously around the curves while you looked out into space and gripped your hat with one hand—and your best girl with the other?

Al St. John claims that he can—and has duplicated these thrills—all but the best girl part of it, in his new Educational-Tuxedo Comedy, "Lovemania," which will be the comedy attraction on the bill at the ..... Theatre starting..... Al claims that the spectators of this comedy will have all the breath-taking thrills of the amusement park ride when they see on the screen one of the sequences of this comedy which shows a ride in a run-away automobile over a perilous mountain road, flanked with precipices and filled with sharp and dangerous curves over which the car speeds at breakneck speed.

### St. John Employs These Time-Tried Devices in "Lovemania"

(Prepared as advance publicity story)

That thrills are a necessary comedy adjunct and do much to put life in the fun pictures is the opinion of Al St. John, the comedy star and director who is appearing in his latest two-reel Educational-Tuxedo Comedy, "Lovemania," at the ..... Theatre .....

"Breath-taking situations have a legitimate place in comedy," says St. John. "Just as comedy relief is employed in dramatic pictures to relieve the dramatic situations and to make them stand out in contrast, so the thrill is employed in comedy to make the comedy situations more comical, both by contrast and by working up the mental state of the observer."

"That thrills are in the nature of comedy or fun also, may be proven by the popular amusement devices at our outdoor amusement parks. The time-tried and still popular 'shoot-the-chutes,' the 'scenic railway' or 'switch-back,' and the various 'rides,' all of which depend on speed and thrills for their appeal, all take advantage of the psychology that thrills have the same emotional reaction as do situations which are out and out comedy attempts."

"In 'Lovemania' there is a sequence of thrills which approaches those of a ride on a scenic railway and I am sure the spectator will get the same effect from it. It is a ride in a runaway automobile over a mountain road and it is also an important bit in the development of the comedy story."

## FINE CAST IN NEW FUN FILM

(Prepared as advance publicity story)

Al St. John will be seen at the ..... Theatre ..... in his latest two-reel Educational-Tuxedo Comedy, "Lovemania," supported by a comedy cast of exceptional merit.

Doris Deane, his leading lady in former Tuxedo Comedies will again be seen in his support, as will also George Davis, the former vaudeville and circus clown who has appeared in many of St. John's pictures. John Sinclair, also a familiar figure in these comedies, is also cast in an important role. A newcomer, Joan Hoff, completes the cast.

# YOU CAN'T STAND STILL!

The motion picture industry is growing so fast that the theatre that does not go ahead is going backward. There is no such thing as standing still.

Methods that were successful a few years ago are losing methods today. The program that pulled patronage two or three years ago would be laughed from your screen today. The pictures which were "knock-outs" then are woefully out of date and out of style now.

Only a few years ago the motion picture theatre was a remodelled store with a few undertaker's chairs nailed to the floor, a sheet tacked to the far end of the room and an automatic piano which banged out its so-called tunes. Patrons came for the novelty of the thing. Motion picture exhibiting was a success in spite of the crude methods employed in presentation and showmanship. Any picture would drag in the customers. Advertising was unheard of.

It is not necessary to mention the improvement made in theatres and presentation, but many exhibitors are still using 1910 methods of advertising. If they do advertising at all they concentrate on the feature production, forgetting that their program is made up of other interesting and entertaining and business pulling items in the shape of Short Subjects. The progressive exhibitor has already recognized the box-office value of these Short Subjects and is advertising them as a matter of good business, just as he discarded the undertaker's chairs, the hurdy-gurdy and the bed-sheet screen several years ago.

Advertise every item on your program. It is modern showmanship and only modern methods will compete with modern conditions.

The little "ad" cuts below are made for your use in newspaper advertising. Secure them from your exchange. The mats are free.



One Column by One Inch "Ad" Cut  
For Electro Order No. 3479-E  
For Mat (Free) Order No. 3479-M



Two Column by One and One Half Inch "Ad" Cut  
For Electro Order No. 3480-E  
For Mat (Free) Order No. 3480-M

For Three Column Cut on Page One Order  
Electro No. 3481-E Mat (Free) No. 3481-M

## ACCESSORIES

\* \* \*

Hand Colored Slides

Four Color One Sheets Four Color Three Sheets  
Duo Tint 11 x 14 Lobby Cards  
(Eight Cards to Set)

Black and White 8 x 10 Photos  
(Ten Photos to set)

One Column Newspaper Publicity Cuts and Mats  
One Column Star Cuts and Mats

One Column, One Inch, Newspaper "Ad" Cuts and Mats

Two Column, One and One Half Inch, Newspaper "Ad" Cuts and Mats

Three Column, Six Inch, "Ad" Cuts and Mats  
(All Mats Free)

And the Fullest Cooperation from Your Exchange  
(Cuts and mats must be ordered by number)

## CATCHLINES

### For Newspaper "Ads"

Al St. John in a clever Tuxedo Comedy full of fast action, farce and laughs.

\* \* \*

Al St. John, Doris Deane and a big cast in "Lovemania," a side-splitting Tuxedo Comedy.

\* \* \*

You'll shriek with laughter and gasp at the thrills in Al St. John's new Educational-Tuxedo Comedy, "Lovemania."

\* \* \*

Don't be crazy—See "Lovemania," Al St. John's latest two reel Educational-Tuxedo Comedy. It's a real laugh.

\* \* \*

A half-hour of the kind of fun it's worth travelling miles to see. Al St. John in "Lovemania,"—two reels of fast and funny comedy.

REQUEST FOR RETURN OF COPYRIGHT DEPOSITS

JAN 19 1925

Dated at

Wash D.C.  
Jan 19, 1925.

Register of Copyrights,  
Library of Congress,  
Washington, D.C.

Dear Sir:

The undersigned claimant of copyright in the work herein named,  
deposited in the Copyright Office and duly registered for copyright pro-  
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and 60 of the Act of March 4, 1909, of one or both of the deposited copies

of the two (-) prints each entitled Love Maria -  
Good Spirits - Step Jack & Love Tide each

deposited in the Copyright Office on Jan 19, 25 and registered

under Class XXc., No. 21038

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the said copy or copies to me at the following address: \_\_\_\_\_

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to \_\_\_\_\_

at \_\_\_\_\_

Signed

H. S. Summers  
(Claimant of Copyright)

JAN 20 1925

Bob Lucas

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